



wayfindr

How a challenge from blind young people became an international standard for audio based wayfinding

**We want to see accessible indoor wayfinding solutions implemented across the world, in transport networks, shopping centres, hospitals and other venues.**

**Wayfindr lets people navigate indoors just as they do outdoors using smartphone technology.**

**We can't do this alone.**

**We need to work together.**

# Our story so far

*Blind young people in*

*London had an idea...*

They wanted to navigate the London Underground  
independently



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## *We made the idea bigger and bigger...*

Why shouldn't blind people be able to navigate all indoor locations in the UK independently?

Why shouldn't all blind people in the World be able to navigate indoor locations independently?



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## ***We made the idea bigger and bigger...***

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**Why shouldn't all blind people in the World be able to navigate indoor locations independently?**

## ***And decided to go global...***

**Why can't all people who can't see, read signs, understand the local language, or are confused in some way, be able to navigate indoor locations anywhere in the world whenever they choose?**





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## *We came up with the Wayfindr Open Standard for Audio Wayfinding*

**A free to use Open Standard, that guides venue owners in using indoor navigation services to improve the wayfinding experience for all their customers, including vision impaired people.**

## **Our Vision**

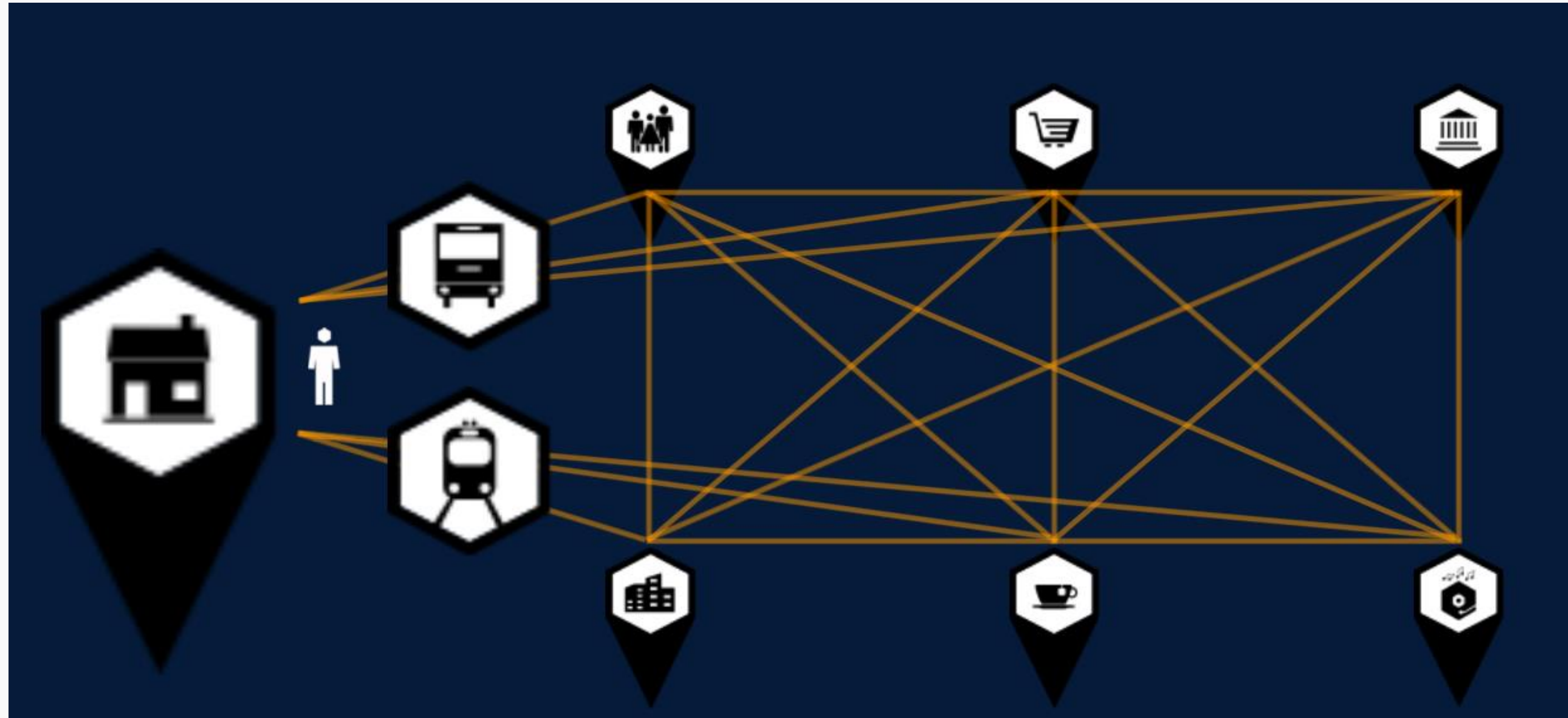
**To empower vision impaired people to navigate the world independently**

## **Our Mission**

**To facilitate ongoing collaborative development, publication and adoption of the Wayfindr Open Standard for audio wayfinding**

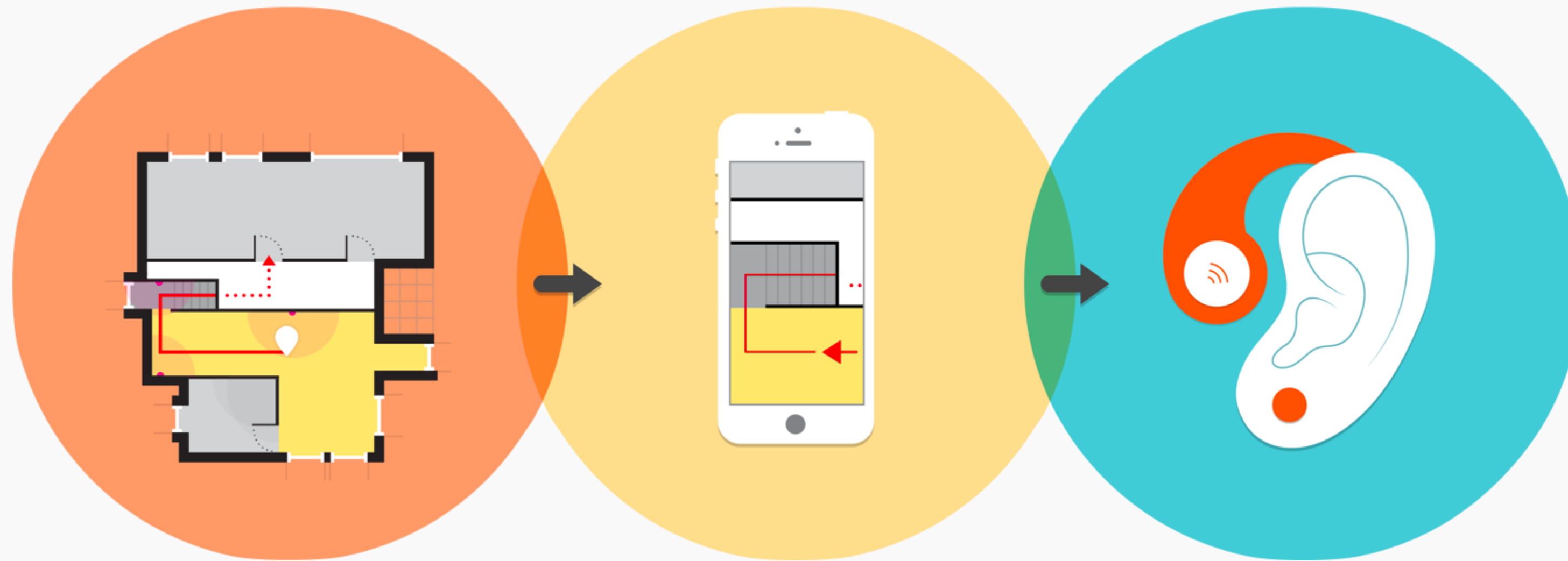


# Public transport is an enabler of accessibility





# How it works



Bluetooth Low Energy  
Beacon broadcasts its  
ID

App on mobile device  
receives the BLE  
beacon ID ...

... and translates the ID  
into an audio instruction

*Audio navigation does not replace a primary mobility aid, it compliments it*

# Our Work to Date

**May 2016**

Publication of first iteration of the Wayfindr Standard

**May- October 2016**

Open Consultation with feedback, support and input from VI organisations and tech partners

**October 2016- February 2017**

Review by Transport Working Group

**January 2017**

Submission to ITU

**March 2017**

ITU Submission approved

**May 2017**

ITU publish Recommendation F.921 on Audio-based network navigation system for persons with vision impairment



# Our Methodology

## Trials

### 2015

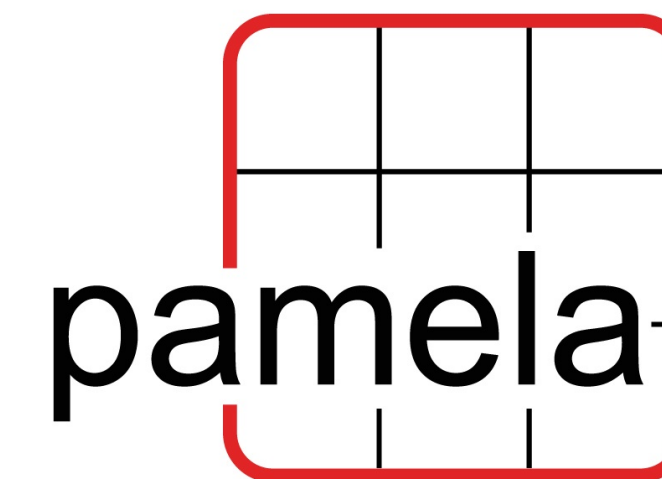
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- Town Hall Station (Sydney)

### 2016

- Euston Underground Station (London)

### 2017

- University College London's PAMELA (Pedestrian and Mobility Laboratory)



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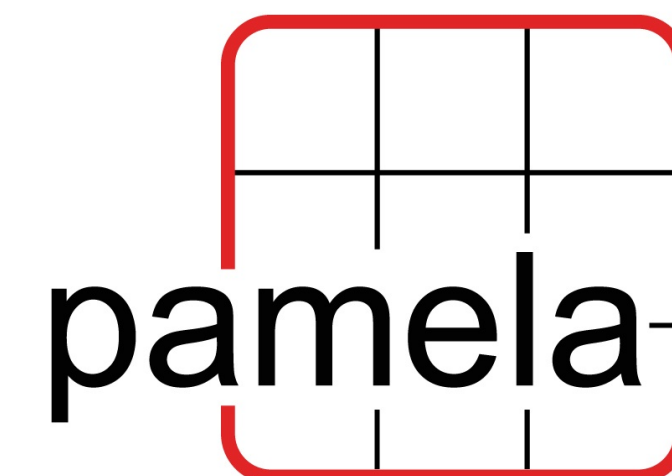
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## Outputs

- User research data for development of open standard
- User research framework for future trials
- User research focused on nature and quality of instructions
- Improved demo app





# What's next?

## Standard Development

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## Ambition

- Across a number of stations in London

# Get involved!

**Indoor Audio-based Navigation will become a key part of mobility training and we need your input.**

**Stay up to date with the ITU Standard <http://bit.ly/2rvhDul>**

**Join the Wayfindr Community <http://bit.ly/2rvQbfl>**



# Thank you!

[hello@wayfindr.net](mailto:hello@wayfindr.net)